

REMARKS

Status of Claims:

Claims 1-3, 10-13, 20-23, and 30 are cancelled. Thus, claims 4-9, 14-19, and 24-29 are present for examination.

Independent claim 4 has been amended with features that were previously in dependent claim 10. Independent claim 14 has been amended with features that were previously in dependent claim 20. Independent claim 24 has been amended with features that were previously in dependent claim 30. Dependent claims 7, 17, and 27 have been amended to make the claims internally consistent. Therefore, the amendments to the claims should be entered inasmuch as they require no new search and/or consideration.

Claim Rejection under 35 U.S.C. 112:

Claims 3, 13, and 23 are rejected under 35 U.S.C. 112, second paragraph.

Claims 3, 13, and 23 have been cancelled and, thus, the rejection is moot.

Claim Rejections under 35 U.S.C. 102:

Claims 1, 3, 11, 13, 21, and 23 are rejected under 35 U.S.C. 102(e) as being anticipated by Hunter (U.S. Patent Application Pub. No. 2002/0156858).

Claims 1, 3, 11, 13, 21, and 23 have been cancelled and, thus, the rejection is moot.

Claim Rejections under 35 U.S.C. 103:

Claims 2, 12, and 22 are rejected under 35 U.S.C. 103 as being unpatentable over Hunter (U.S. Patent Application Pub. No. 2002/0156858) in view of Amo et al. (U.S. Patent No. 5,844,181) (hereinafter Amo).

Claims 4, 6-10, 14, 16-20, 24, and 26-30 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hunter in view of Avnet et al. (U.S. Patent Application Pub. No. 2002/0094787) (hereinafter Avnet).

Claims 5, 15, and 25 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hunter in view of Avnet, and further in view of Amo.

Claims 2, 10, 12, 20, 22, and 30 have been cancelled. With respect to claims 4-9, 14-19, and 24-29, as amended, the rejections are respectfully traversed.

On February 2, 2006, applicant submitted a verified English translation of applicant's Japanese priority document number JP 2000-142298. JP '298 was filed on May 10, 2000, and, thus, antedates the filing date of the Avnet reference of April 5, 2001. The Avnet reference claims priority to Provisional Application No. 60/195,548, filed April 7, 2000 (hereinafter Avnet Provisional I), and to Provisional Application No. 60/196,756, filed April 12, 2000 (hereinafter Avnet Provisional II). As such, only the subject matter of Avnet Provisional I and Avnet Provisional II is prior art with respect to the present application.

Independent claim 4 has been amended with features that were previously in dependent claim 10. Independent claim 4, as amended, recites a shop information advertisement panel system, comprising:

“a plurality of shop terminals;

an advertisement panel control terminal connected with the plurality of shop terminals through a communication network, said advertisement panel control terminal including an advertisement information storing unit; and

a plurality of advertisement panel devices;

wherein each shop terminal of said plurality of shop terminals is configured to send, to the advertisement panel control terminal through the communication network, respective advertisement information including respective image information of a respective advertisement image to be displayed on a corresponding advertisement panel device of said plurality of advertisement panel devices and detailed information on a respective shop where the corresponding advertisement panel device is located;

wherein said advertisement panel control terminal is configured to receive the respective advertisement information from each shop terminal of said plurality of shop terminals, and is configured to store said respective advertisement information in said advertisement information storing unit in correspondence with corresponding control information identifying the corresponding advertisement panel device on which the respective

advertisement image specified by the respective image information of the respective advertisement information is to be displayed;

wherein said advertisement panel control terminal is configured to read particular image information of a particular advertisement image included in particular advertisement information from said advertisement information storing unit, and is configured to determine a particular advertisement panel device of said plurality of advertisement panel devices on which said particular advertisement image is to be displayed based on particular control information that is in correspondence with said particular advertisement information, and is configured to control the particular advertisement panel device to display the particular advertisement image;

wherein said advertisement panel control terminal is configured to send, when the particular advertisement panel device makes a request for particular detailed information included in said particular advertisement information, the particular detailed information to the particular advertisement panel device;

wherein the particular advertisement panel device is configured to send, upon receipt of a reference request for the particular detailed information from an information portable unit, the request for the particular detailed information to the advertisement panel control terminal, and is configured to send the particular detailed information received from the advertisement panel control terminal to said information portable unit;

wherein said information portable unit is configured to send the reference request for the particular detailed information to the particular advertisement panel device according to a user's instruction, and is configured to display the particular detailed information received from the particular advertisement panel device;

wherein said particular detailed information includes reservation information indicating a reservation state;

wherein said information portable unit comprises a reservation requesting unit for **sending reservation requesting information to the particular advertisement panel device**;

wherein said particular advertisement panel device is configured to **send the reservation requesting information to the advertisement panel control terminal**, upon receipt of the reservation requesting information from the information portable unit;

wherein said advertisement panel control terminal is configured to **send the reservation requesting information** received from said particular

advertisement panel device to a particular shop terminal of said plurality of shop terminals corresponding to the particular advertisement panel device; and

wherein said particular shop terminal comprises a reservation controlling unit for controlling the reservation information indicating the reservation state and updating the reservation information based on the received reservation requesting information." (Emphasis Added).

A shop information advertisement panel system including the above-quoted features has at least the advantages that: (i) an information portable unit comprises a reservation requesting unit for sending reservation requesting information to a particular advertisement panel device; (ii) the particular advertisement panel device is configured to send the reservation requesting information to the advertisement panel control terminal upon receipt of the reservation requesting information from the information portable unit; (iii) the advertisement panel control terminal is configured to send the reservation requesting information received from the particular advertisement panel device to a particular shop terminal of a plurality of shop terminals corresponding to the particular advertisement panel device; and (iv) the particular shop terminal comprises a reservation controlling unit for controlling reservation information indicating a reservation state and updating the reservation information based on the received reservation requesting information. (Specification; page 39, line 17 to page 47, line 6; page 48, lines 15-26; FIGs. 12-16).

In order to better understand some of the above features, it is helpful to consider FIG. 15 of the present application. As is illustrated in **FIG. 15**, an information portable unit may send reservation requesting information to an advertisement panel device. The advertisement panel device may then send the reservation requesting information to an advertisement panel control terminal. The advertisement panel control terminal may then send the reservation requesting information to a shop terminal. The shop terminal may then update reservation information based on the received reservation requesting information. As a consequence, with a shop information advertisement panel system of the present claim 4, it is possible to send reservation requesting information from an information portable terminal to a shop terminal through an advertisement panel device and an advertisement panel control terminal. (Specification; page 48, lines 15-26; FIG. 15).

Neither Hunter, Avnet Provisional I, nor Avnet Provisional II, alone or in combination, disclose or suggest a shop information advertisement panel system including the above-quoted features. The Examiner recognizes that, “Hunter **doesn’t teach** the panel device as communicating with an information portable unit”. (Office Action; page 4) (Emphasis Added). Moreover, the electronic displays 30 in the system of Hunter do **not send** information to the video & still image review and input module 470. (Hunter; FIG. 1; paragraphs [0015]-[0017] and [0049]-[0050]).

Avnet Provisional I does **not** cure the deficiencies with respect to the teaching of Hunter, because the system of Avnet Provisional I does **not** even include an advertisement panel device.

Furthermore, Avnet Provisional II does **not** cure the deficiencies with respect to the teachings of Hunter and Avnet Provisional I, because the electronic broadcast billboard (EBB) of the system of Avnet Provisional II similarly does **not send** information to the centralized EBB control station. (Avnet Provisional II; page 1, paragraphs 1 and 4 of section 1). The Examiner states that, “Avnet also teaches ordering tickets (a reservation for a movie) through the PDA connected to the billboard”, and that, “[a]n updating of reservation state (showing a purchased ticket) must inherently take place”. (Office Action; page 5). The portion of Avnet Provisional II related to an example of purchasing a ticket for a movie states the following:

“Outside a movie theatre box office is a series of posters advertising the films currently being shown inside. Each one contains an EBB transceiver. A passerby’s curiosity is piqued by the poster for *Eight Million Ways to Leave Your Lover*, a new release which he has never heard of. This potential moviegoer pulls out his **web-enabled** PDA and **receives a message** from the EBB. **Using this datum as a key, he can then browse the movie theatre’s web site**, starting at a custom-generated page that contains links to reviews of *Eight Million Ways*, a listing of show times for that evening, and whether the shows are sold out. He has the option to **purchase his tickets** electronically with his PDA, and if he so chooses, is provided with an e-coupon for a discount at the concession stand. Alternatively, the EBB may deliver text describing the movie, favorable reviews, even short video or audio clips directly to the PDA, which may be viewed directly on the PDA with no need to access the Internet.” (Avnet Provisional II; page 2, example 2) (Emphasis Added).

As is explained in Avnet Provisional II, in the system of Avnet Provisional II, a **web-enabled** PDA may receive a message from an electronic broadcast billboard (EBB) that includes datum, such as a **URL** or **hyperlink** for an Internet **web site**. (Avnet Provisional II; page 1, section 1, paragraph 3; page 2, examples 1, 2, and 4). Then, in the system of Avnet Provisional II, a potential moviegoer may use the PDA to **connect to the Internet** and use the provided **URL** to link to a movie theatre's **web site** to purchase tickets for a movie. (Avnet Provisional II; page 2, example 2).

As a consequence, in the system of Avnet Provisional II, a PDA does **not** connect to a movie theater **through an electronic broadcast billboard** (EBB) to purchase movie tickets. Instead, in the system of Avnet Provisional II, a PDA merely receives a **URL** from an electronic broadcast billboard, and then the PDA must **connect to the Internet** using a standard Internet connection separate from the billboard to link to a **web site** of a movie theater to purchase tickets. In contrast, with a shop information advertisement panel system of the present claim 4, an information portable unit may send reservation requesting information to a particular advertisement panel device, the particular advertisement panel device may **send** the reservation requesting information to an advertisement panel control terminal, the advertisement panel control terminal may **send** the reservation requesting information to a particular shop terminal, and the particular shop terminal may update reservation information based on the received reservation requesting information.

Therefore, independent claim 4, as amended, is neither disclosed nor suggested by the Hunter, Avnet Provisional I, and Avnet Provisional II references and, hence, is believed to be allowable. The Patent Office has **not** made out a *prima facie* case of obviousness under 35 U.S.C. 103.

Independent claim 14, as amended, recites a shop information advertisement method with features similar to features of a shop information advertisement panel system of independent claim 4 and, thus, is believed to be allowable for at least the same reasons that independent claim 4 is believed to be allowable.

Independent claim 24, as amended, recites a computer readable memory storing a program for controlling a shop information advertisement panel system to perform a process with features similar to features of a shop information advertisement panel system of independent claim 4 and, thus, is believed to be allowable for at least the same reasons that independent claim 4 is believed to be allowable.

The dependent claims are deemed allowable for at least the same reasons indicated above with regard to the independent claims from which they depend. Also, with respect to dependent claims 5, 15, and 25, it is noted that Amo does not cure the deficiencies noted above with regard to the teachings of Hunter, Avnet Provisional I, and Avnet Provisional II.

Conclusion:

Applicant believes that the present application is now in condition for allowance. Favorable reconsideration of the application as amended is respectfully requested.

The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 50-0872. Should no proper payment be enclosed herewith, as by a check or credit card payment form being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 50-0872.

If any extensions of time are needed for timely acceptance of papers submitted herewith, Applicant hereby petitions for such extension under 37 C.F.R. §1.136 and authorizes payment of any such extensions fees to Deposit Account No. 50-0872.

Respectfully submitted,

Date July 6, 2006

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